* **Author’s Purpose:**The author’s intent either to inform or teach someone about something, to entertain people, or to persuade or convince the audience to do or not do something.
* **Bias:**A judgment based on a personal point of view.
* **Editorials:**A newspaper or magazine article that gives the opinions of the editors or publishers; an expression of opinion that resembles such an article.
* **Objective:**  a judgment not influenced by personal feelings or opinions in considering and representing facts.